

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Tigg Corporation

Catalyst Connection

TIGG Corporation Improves Search Engine Rankings

Client Profile:

TIGG Corporation (TIGG) specializes in removing contamination from water and air, typically in industrial or environmental applications. The company designs and manufactures activated carbon absorption equipment for environmental remediation. TIGG has developed a broad range of activated carbon filters, systems, equipment and services for over 25 years at its manufacturing facility in Bridgeville, Pennsylvania.

Situation:

TIGG's web site search engine rankings took a sudden, unexplained dive, slipping from the first page of search results to page 20 and beyond. This drop was significant to TIGG's business, as the company generates 70 percent of its sales from the Internet. The company contacted Catalyst Connection, a NIST MEP network affiliate, for help.

Solution:

Catalyst Connection assessed the TIGG web site and identified the specific problems causing its rankings to fall. After remedying a hosting problem that contributed to the decrease, Catalyst Connection developed a new search engine optimization plan based on the most current industry best practices. After implementing the strategy, TIGG saw a dramatic increase in its search engine rankings. The 10 keyword phrases that had fallen far off the first page of Google results returned to page one immediately, along with 10 additional keyword phrases that never previously ranked on page one.

Results:

- * Increased sales by \$250,000.
- * Realized \$20,000 in cost savings.

Testimonial:

"As a result of assistance from Catalyst Connection, we have been able to cut back on our print advertising dramatically. We are saving a lot of money and getting a lot of new prospects."

Georgianna Riley, President